



TAMPA

FLORIDA

143.2

PER CENT GAIN IN POPULATION
1900 - 1910

TAMPA AND SUBURBS
189%

HILLSBOROUGH COUNTY 117%

"Tampa's the Town to Tie To"

ISSUED 1910 BY THE

BOARD OF TRADE

TAMPA, FLORIDA

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1910

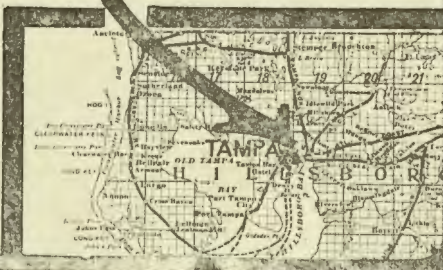


THE TRAIL OF OPPORTUNITY

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T159

LEADS

TO



Not every city upon which the rainbow of hope is casting its ray of cerulean cheer can become a place of importance. Only those that have clearly defined advantages, that are favored by distinct natural endowments and facilities can elbow their way into a community of size and importance.

Away back in history, almost four hundred years ago—May 25, 1539—Hernando De Soto arrived in Tampa Bay, being thereby credited with its discovery. The Government improvements had not been started then, the channel wasn't deep enough for his ships, so he landed down in the lower Tampa Bay, which he called Espiritu Santo. He marched his thousand men-at-arms, 350 horses, an even dozen priests and other spiritual advisers, up to the original Tampa, then inhabited by a lot of peacefully inclined Indians.

Although Tampa marks the site where venturesome explorers of the old world set foot upon our shores, it is a city which had its beginning within the time of the present generation. There are no broken pillars and ruined aqueducts in Tampa. She is young and charged to the brim with enthusiasm of youth, and if she attains the age of old Jerusalem she will number her years more by the strength of her institutions than the crumbling of old buildings.

Tampa was rediscovered a hundred years ago, more or less—nobody remembers just when. But she got her real start somewhere in the early 90s,



when the value of her deep water harbor was studied seriously; when capital absorbed an old railroad connecting the city with the outside world, and made it a trunk line; when a Northern investor, the late Henry B. Plant, built a splendid hotel for tourists and began the development of the lower Gulf coast commercially. And then, in 1898, when the United States started to settle its disputes with Spain about matters in Cuba, Tampa's water facilities made her the point of mobilization and the point of departure for scenes of hostility. It became the camping ground for a hundred thousand soldiers. For weeks the headquarters of the United States Army "in the field" were at the Tampa Bay Hotel, and for weeks before Spain's naval commander, Admiral Cervera, could be located. Tampa was the gathering place for men and supplies greater in numbers and quantity in this country than at any time in almost forty years, and newspaper men flocked here by the score and hundreds.

In 1880 Tampa had but 720 people; in 1890, 5,532; in 1900, 15,839; in 1910, 38,524. This shows a per cent increase in population, according to government figures, of **143.2 PER CENT FROM 1900 TO 1910**; 596 per cent increase from 1890 to 1910, and 5,250 per cent



increase from 1880 to 1910. The visions of thirty years ago are translated today into stone, brick and cement. The dreams of the pioneers of that time are accepted as the ordinary facts of everyday life, and they, in turn, give place to vaster and more far-reaching imaginations,

But—

The figures given out by the census bureau as the population of Tampa in 1910 does not tell the whole story. Side by side with Tampa is growing West Tampa—an integral part of the city, although a separate municipality of 12,000 people. And since the enumerators compiled their work, East Tampa, with 1,500 people, has been annexed to Tampa to allow the city to control the new harbor on which the government has appropriated \$1,750,000—and when completed will be the largest municipally controlled harbor and docks in the United States. With a suburban population of 2,000 or more. Tampa has 54,000 people which she can rightfully count as her own.

At this writing Tampa stands sixth in line as regards per cent increase in population of cities with 25,000 or more inhabitants, and three of these cities have been charged by the government with returning "padded census statistics," and this rightfully

puts Tampa in third place.

Tampa offers much to the one whose bodily frailty makes living in regions of extreme heat or cold, or of sudden and violent changes in temperature, a burden to himself and to others. To the seeker after rest or recreation, in change of environment; to the one who would spend a vacation, at whatever season of the year may be convenient, under conditions that are certain to be wholly delightful; to the man who would build a home where the price of existence is not a ceaseless struggle against titanic forces, but where nature works with man, and living is a joy; or who would establish himself in a community whose material prosperity is great and rapidly increasing,—Tampa has attractions and opportunities that cannot be equaled.

TAMPA'S DEVELOPMENT.

It is hard to know where to begin the story of the growth in these last ten or twelve years—there's so much to tell and it is im-



Some of the Homes in Tampa



Charming
Scenery
Abounds all
Highways.

possible to tell it all. Figures are not very attractive or convincing all by themselves, but they become interesting when they show comparisons.

Of course, the statistics for 1910 have not been gathered yet, but those which show the accomplishments for 1909 are strong and sufficient, and here follows a table showing the figures and percentages of increase in several lines of industry:

Year	Internal Revenue	Custom Receipts	Post Office Receipts	Cigars Shipped	Tons Phosphate	Building Permits
1900-----	\$4 6,560	\$ 871,377	\$ 33,910	147,848,000	2 6,203	\$ 268,000
1901-----	498,110	1,654,419	36,332	147,330,000	326,000	304,588
1902-----	442,751	1,250,944	40,296	14,905,000	412,091	671,863
1903-----	510,066	1,318,531	47,597	167,630,000	378,794	807,000
1904-----	596,212	1,501,189	60,267	196,615,000	439,789	1,074,432
1905-----	689,124	1,604,826	74,362	221,430,000	448,445	1,070,000
1906-----	851,450	1,764,647	64,336	277,662,000	529,268	1,282,415
1907-----	865,316	1,687,609	114,631	285,660,000	602,078	1,395,054
1908-----	731,048	1,581,390	119,512	236,681,000	971,020	1,260,255
1909-----	801,578	1,891,836	138,474	267,059,000	1,044,800	1,550,458

Per Cent Increase for Ten Years.

Internal Revenue	62 per cent
Custom Receipts	120 per cent
Post Office Receipts	300 per cent
Cigar Shipments	80 per cent
Phosphate Shipments	252 per cent
Building Permits	490 per cent
Population	143 per cent

A great factor in the upbuilding of Tampa is its civic pride. However they may be divided on other questions, the people are a unit on everything that affects the prosperity of the city.

Tampa has long been noted for its delightful winter climate, and the city has become a great resort for tourists and health seekers. It is hard for people from the higher latitudes to realize that Tampa is, in



Fresh Water
Fishing Along
Picturesque
Streams.



Picturesque Scenes About Tampa



Sulphur Springs

summer, cooler by far than the average American city—a fact verified by the official weather records, which we present in this book on pages 30 and 31. The nights are always cool and breezy, and very few days are uncomfortably warm.

The suburbs, so easily accessible in every direction by rapid transit, are pictures restful and refreshing. The street-car systems give easy access to DeSoto Park, Ballast Point, Palmacela Springs, Sulphur Springs, Palmetto Beach, and other resorts; while hard roads lead to Frazier's Beach, Indian Rock, Rocky Point, Riverview, and other attractive places. The tourists also enjoy our fishing, boating, and winter trips on palatial steamers to the beautiful resort towns of St. Petersburg, "the Land of Manatee," Sarasota, Tarpon Springs, Clearwater, Green Springs, and other places.



Tampa is picturesquely situated on an arm of the Gulf, having the Hillsborough Bay on one side and Old Tampa Bay on the other. The Gulf of Mexico lies sixteen miles south at the convergence to the two bays. It is located on the best harbor in all the Southern States. Tampa, by virtue of her superb geographical location,

and possessing a complete land-locked harbor, large enough to float the navies of the world and the commerce of all nations, has distinct advantages over all other seaport cities.

Tampa is the most convenient location to the Central, South American, and West Indian ports, and is preparing to handle the vast commerce coming into the Gulf from the Panama Canal. Steamship and sailing lines operate regular schedules from this city to Havana, Key West, Mobile, New Orleans, Philadelphia, New York, South and Central Americas, and many coastwise points, while "tramps," floating the flags of all nations, are coming and going at all times. The imports are principally merchandise, tobacco, and fruits, while the exports are cigars, lumber, naval stores, phosphate, cattle, chickens and eggs.



Ballast Point

Tampa Bay Hotel

Tampa is delightfully situated as a residential city. No other American city has such a wealth of foliage, gigantic oaks, magnolia, camphor and palm trees, and exotics, and a luxury of glorious shrubbery peculiar only to this clime, adorn its broad streets, that makes the city beautiful.

Tampa is rich in historical lore. Its society is cultured and it possesses all the influences that make the city attractive. All classes of society are found as in other States, and the question of nativity, antecedents, and political views create as few distinctions as can probably be found in any community in the South. The stranger is always accorded a welcome and the new-comer finds a hospitable greeting.

As a place of residence, Tampa offers many advantages. It has a fine public school system, and our professors of law, music, and medicine rank high; while the clergy of Tampa hold a position of commanding influence.

Tampa Bay Hotel, owned by the city of Tampa, was built by the late Henry B. Plant, benefactor of Western Florida, at a cost of \$2,000,000. The scheme and design of architecture seen in the turret, pinnacles, and graceful arches, carried out in detail, reveal the Moorish art in its highest conception.



A jewel so magnificent should have an appropriate setting, and so it has, in a tropical garden of rare beauty and foliage and species. The acreage surrounding the hotel should match its noble proportions, and so it permits of orange groves, alluring walks, and enticing drives through long lines of palmetto and under live oaks trailing their gray banners of Spanish moss.

The flashing turret greets the traveler afar, and bids him welcome. Hospitality is cultivated here as an art; it began with the beacon of welcome and it always surrounds you, not insistent, but you seem to feel it in the air.

More good roads in Hillsborough county than any county in South for same population.

Fifty-one and one-half miles of street railway in Tampa. Total number passengers carried, 11,582,212.

Tampa center of fruit and vegetable shipments.



Hillsboro River



Buildings Erected This Year

Few cities in the South have larger representation among the religious denominations. The Roman Catholics are particularly strong and have a Cathedral which is unsurpassed in the South in architectural dignity and beauty. The Methodist, Presbyterian, Baptist and Episcopal denominations have beautiful church homes and are strong in organization and effort. Other denominations are plentifully represented.

For the care of her sick Tampa has the Gordon Keller Memorial Hospital with a capacity of forty patients; the Spanish Sanitarium which can accommodate sixty patients, besides a number of private sanitariums which have reputations of being most efficient. There are also a number of hospitals for the colored people.



New Union Station at Tampa

Among Tampa's clubs are the Elks, the Crescent Club, the Tampa Yacht and Country Club, the Tampa Automobile Club, the Tampa Golf Links, the German Club, the Spanish Club and a large number of social clubs for both men and women. The Elks,



Greeson Theatre

the Yacht Club, the Automobile Club, the German Club and the Spanish Club have their own homes magnificently furnished and they are gathering places for the best elements of Tampa's citizens. The new Y. M. C. A. building was formally opened the first of October.

The Theatres are the new Greeson. There is the Orpheum for vaudeville; the Star Theatre playing repertoire, and the Tampa Bay Casino playing high-class one-night attractions. There are also a score of moving picture shows, which are big paying institutions. Tampa has the reputation of being a "good theatre town."

Government Building



Tennis, golf, bathing, fishing, boating, shooting, driving, lodges, societies, clubs, festivals, carnivals, excursions, drives, automobiling, Spanish dinners, etc. etc., leave no minute which may not be enjoyed to its fullness.

The surroundings of water, salt and fresh, and the luxuriance of semi-tropical vegetation lend themselves to the maintenance of many beautiful parks and resorts in and near the city. The Tampa Bay Park, surrounding the magnificent Tampa Bay Hotel, which is now the property of the city, is a scene of entrancing beauty with its drapery of palms and other tropical growth which is maintained in its Southern perfection.

SCHOOLS

Tampa has nineteen schools in her public school system, valued with their equipment at \$200,000. In 1909 there were enrolled 4,782 pupils taught by 130 instructors. The cost of main-



Y. M. C. A. Building



One of the 150 Cigar Factories in Tampa

tenance was \$63,769.18, or \$13.34 for each pupil. The schools of Hillsboro County increased these totals to 98 schools with an enrollment of 9,960 pupils and 291 teachers and a total expenditure of \$191,628.77.

HEALTH

It is indeed a credit to the sanitary conditions of Tampa, to the skill of our physicians and surgeons and to the climatic conditions, which are our greatest asset, that the deaths in Tampa during 1909 were but 547. These figures include people of all colors, of all ages, and deaths from all causes. It includes still-borns to those who died from old age; includes the scores sent here by Northern physicians as a last recourse; includes the scores of aged who come here to spend their last days in our salubrious climate, and also includes

those who met death by accident or violence, and also the death of negro citizens, who, as a rule, do not live under best conditions. As the population of Tampa is 54,000 the death rate is but 10 in a thousand, bearing out our oft-repeated statement that the death-rate among the white population was but 8.5 per 1,000.



German Club

NONE TO COMPARE

This extract is taken from report read before the American Medical Society, at its annual meeting, April, 1885, when Hillsborough County was selected as the most desirable spot on earth for the "Health City," a project which fell through with for lack of capital:

"With these definitions and facts before us, we can now compare the climate of Florida with those of Italy, Spain with Portugal, and other places upon the Mediterranean Sea.

"We have all heard of Pau, Pisa, Mentone, Monaco,



Cannes, and other European resorts; and may be familiar with what has been said concerning the

Crescent Club

banks of the Nile; of Mexico, and Southern and Lower California; but none of these, it may be said without fear of contradiction, can compare with Florida as a peninsula climate or as a



Hillsboro County Building

land having peculiar attractions as a winter residence. Indeed, it may with truth be said, that Florida now stands confessedly pre-eminent in this respect, before all other lands or peninsulas."

OPPORTUNITIES

The future for Tampa is bright. It is destined to become a city of 100,000 population within a few years. Tampa has never had a boom—in fact, its people guard against "booming." Its growth is steady and solid.

The Board is requested scores of times each month to secure employment for those who desire to escape the cold climate of the North—others come here without first asking advice and find no positions open to them. This is a condition in all

favored resort places.



We desire to state that clerical positions are well-filled; common labor is largely performed by negroes; mechanics' and artisans' positions have waiting lists—We do not encourage salaried people to come to Tampa.

Spanish Club

Tampa does want, however, men of initiative, who can see and take advantage of various rich opportunities. We need settlers on our lands—the whole North is the market place for the products of the soil. We need men who can take the refuse from the sawmill and make clothespins, crate material, lath, etc.; who can distill turpentine from the sawdust. We need men to raise tobacco, cotton, eucalyptus, fruits, nuts. We need canneries, wood-working establishments, furniture factories, sugar planters and their mills, and a thousand and one other propositions for which there is an opening. Many products have been proven eminently adapted to conditions here and only await intelligent, vigorous, and patient work to bring them to the position of importance they deserve. To men who can bring these qualifications, Tampa offers a rich reward.

Tampa is Mecca for prospectors and immigrants seeking new homes in Florida.

Healthiest city in the U. S.



Typical Spanish Restaurant



Baptist Church

TAMPA'S CLIMATOLOGICAL CONDITION

Many delightful and enthusiastic encomiums have been written concerning the winter climate of Tampa, none of which we would willingly gainsay, but the summer climate is just as charming. But once in the history of the weather bureau's existence in Tampa, covering a period of twenty years, has the thermometer reached as high as 96 degrees. Seldom it goes above 92. For comparison of our summer weather with other cities where weather bureaus are established by the government we give the maximum readings of the stations on page 31.



Catholic Cathedral

PROUD, IMPERIOUS TAMPA

"You are now within the borders of the fairest State in the great sisterhood of commonwealth, comprising the American Union, a State larger in area than any sov-

eighty east of the Mississippi river, save one; a State having more seacoast than any State in this Republic; a State filled with great rivers and lakes; a State rich in beds of phosphate; opulent in timber and naval stores, and a soil which lavishly responds to the friendly touch of the husbandman; a State possessing climate, which, for its health-giving and youth-preservnig qualities, is unexcelled in all the world; a State which has been aptly termed 'the winter garden of America;' a State where the choicest of tropical fruits and the rarest of flowers

ripen and bloom the year round in the open field; a State where eevry passing breeze is laden with the ozone of the pine, the delicious fragrance of the orange blossoms.

* * * "—Hon. Frank Clark, M.C. in speech Waterways Congress.



A Grammar School Building



AUTOMOBILES

It has frequently been said that the prosperity and progressiveness of a city is indicated by the number of automobiles which are in commission. These means of locomotion are a barometer of conditions in a municipality that is never failing. It is an acknowledged fact that when a person has gathered together a fair share of this world's goods and looks about for some means of putting it back into circulation, his thoughts variably wander to automobiles. The obvious deduction from this premise



is that a town boasting of a large number of automobiles must of necessity be a prosperous town. If we accept this basis of reasoning as correct then Tampa is certainly a prosperous city.

There are fully 500 automobiles in commission in Tampa.

The speed limit in the city has been raised from eight to twelve miles an hour, and the club is a power in controlling sane driving on our roads. The Tampa Automobile Club also



used its influence in getting a bee-line road from Tampa to St. Petersburg, 45 miles, and conducted the Tampa to Tampa endurance run inaugurated by the Tampa Times. Fifteen cars made the 500-mile trip, going by the West Coast and returning by the East Coast route, thus establishing two auto routes from Tampa to Jacksonville. Negotiations are also on foot by this club to purchase a large tract of land and erect a racing plant.

A new \$10,000 club house and golf links will be established at Rocky Point.



TAMPA STATISTICS AND IMPROVEMENTS, YEAR ENDING DECEMBER 31, 1909.

Newspapers—Morning Tribune, Evening Times; five weekly papers; two monthly papers; one Spanish daily; one Italian daily.

Telephones in use, 4,450; 11,281,500 separate calls.

Number of wholesale houses, 62.

Banks, 8; deposits \$6,500,000.

Value of fish business annually, \$800,000.

Naval stores, annual business, \$5,000,000.

Custom receipts, \$1,891,836—120 per cent increase for ten years.

Internal revenue, \$801,578—62 per cent increase for ten years.

Fire Department—Stations, 5; equipment, auto chemical for chief, auto engine; 4 engines, 4 wagons, 1 chemical; 3 supply wagons, etc. Annual cost of maintenance, \$51,558.

Depth of water in channel to city docks, 20 ft.; \$1,750,000 appropriated this Congress for 24 feet of water, and 7 miles more dockage.

Schools: public, 19; number pupils, 4,782; teachers, 130; cost, \$63,796; private schools, 9; business college.

Assessed valuation of property, \$25,371,435.

Phosphate shipped, 1,041,

800 tons; value \$6,000,000—52 per cent of phosphate used in the world shipped from Tampa; 252 per cent of increase in shipments past ten years.

Atlantic Coast Line Railroad, Seaboard Air Line, Tampa Northern and Tampa and Gulf Coast railroads enter city.

Street lights: gas, 890; electric arc, 258.

Building permits, \$1,550,433—490 per cent increase for ten years.

Seagoing commerce, 1,500,000 tons; Hillsborough Bay commerce, 821,000 tons.

Daily capacity water works 17,000,000 gallons; fire hydrants, 497.

Number of cigar factories, over 200; employes,

15,000; output, 267,059,000—80 per cent increase for ten years. Value of output for 1909, \$24,695,000.

Value of improvements under construction and ordered July 1, 1910, including harbor improvements, new union depot, new office buildings, etc., \$3,000,000.

Steamship lines plying to and from port in regular service, 8. Direct steamship connections to New York, Philadelphia, New Orleans, Mobile, Key West, Havana and all points in Cuba, West Indies and Central America. Coastwise steamers to all Florida and immediate Gulf points.

Tampa stands ninth as a revenue producer for Uncle Sam.

Annual payroll, \$19,248,000.

Over 35 miles paved road.

Lumber shipments average 6,000,000 feet monthly.

Postoffice employes, 62; mail carriers 20; rural routes, 3; receipts for fiscal year ending June 30:

1908	\$117,635.99
1909	125,253.06
1910	156,894.32

Increase for past ten years, 300 per cent.



The Beginning of Tampa—Old Ft. Brooke. Officers' Quarters. As it Appeared Today.





All Manner of Stock and Poultry

Much of the land in this part of Florida is a rich, sandy loam underlaid by a sub-stratum of clay, which keeps in the soil the natural moisture for the benefit of growing vegetation. Under a large part of this section is a great subterranean reservoir of clear water, which is reached by artesian wells at a depth from 40 to 200 feet.

The variety of products that may be raised, most of them with substantial profit from this soil is remarkable in its profuseness. Here are some suggestions of its fertility among the fruits: pecans, strawberries, peaches, pears, oranges, lemons, grapefruit, tangerines, avocado pears, guavas mangoes, pineapples, bananas, grapes, figs, Japanese persimmons and plums, and among the vegetables—celery, lettuce, peas, beans, Irish and sweet potatoes, radishes, cabbage, beets, Bermuda onions, tomatoes, peppers, cantaloupes, watermelons, upland rice, cucumbers, and many others, some of which are known to few outside the locality in which they are grown.

Cassava, considered by some the greatest forage crop in the country, grows here in luxuriance.

There has been so much written by colonization companies and real estate dealers in relation to South Florida agricultural and horticultural possibilities, that there is but little more to be said.

However we desire to impress the Northern prospectors that South Florida offers him bigger returns per acre for his work and capital invested than any other section of the country.

Farmers of the Northwestern States have found out that they can raise three good crops in Florida against one where they now live, and are planning to make a change, for there is an abundance of excellent fruit and truck land in all sections of the State.

The large colonization concerns have their fingers upon the pulse of the discontented farmers of the Northwest. They assert that a stupendous movement Floridaward is assured and a hundred or more land companies are today reaching out with their literature to the tillers of the soil who contemplate

coming to Florida.

Transportation men are assisting in the movement by offering homeseekers' rates. They have faith in the merits of Florida soil



A Woodland Scene



Velvet
Beans

and climate and, like the honest colonizer, desire that the prospective settler shall personally investigate conditions and satisfy himself through individual examination.

AGRICULTURAL POSSIBILITIES

We have but little space to dwell upon the agricultural possibilities of our soil, but here appended figures showing cost and profit on some vegetable crops:

Irish Potatoes

Preparation of ground	\$ 3.00
Harrowing and ridging	2.00
Cutting and planting seed	2.00
Seed potatoes	10.00
Fertilizer	15.00
Seventy-five barrels	22.50
Digging, barreling and hauling.....	10.50
Tending, etc.	5.00

Total expense\$ 70.00

An acre should produce at a minimum 75 barrels of potatoes, which should bring at least \$4.00 per barrel; or.....\$300.00

Deducting the expense 70.00

Net profit per acre\$230.00

Time consumed in planting, growing and marketing, 60 to 90 days.

C. E. Chambers, St. Petersburg, says: "Planted Irish potatoes September 20th, was ready for Thanksgiving trade. Planting of October 1st was ready for Christmas trade. On this field set cabbage December 10, 1908; shipped in March, 1909. Planted potatoes in April and dug June 26th. Planted in potatoes again October 1st and dug December 12, 1909. Picture taken November 21, 1909. Yield 180 bushels, selling at \$1.50 per bushel."



Celery
Patch

General
Garden



Tomatoes

Plowing	\$ 4.00
Seed	1.00
Fertilizing 1,000 plants	17.50
Harrowing and marking	3.00
Cultivation	7.50
Picking and hauling.....	25.00

Total expense per acre\$ 58.00

An acre of this land should produce at least
350 crates at \$1 per crate, or.....\$350.00

Deducting cost of production..... 58.00

Net profit per acre\$292.00

Time required for planting, growing and market-
ing about four months.

Onions

Plowing and harrowing	\$ 9.00
Hoeing	4.50
Seed	6.75
Setting plants	6.00
Twenty two-horse loads stable manure.....	15.00
Fertilizer, 1,500 pounds.....	27.00
Barrels, 100	15.00

Total expense\$ 83.25

Sale, 100 barrels 450.00

Net profit\$366.75

Time consumed in cultivation and marketing,
from five to six months.

Cucumbers

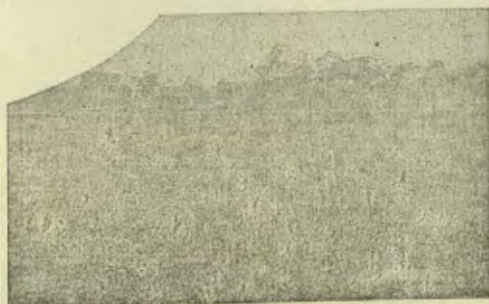
Plowing and harrowing	\$ 6.00
Hoeing and raking	4.50
Seed three pounds, fertilizer 1,500 lbs.....	36.00
Baskets for packing, 350.....	43.75
Gathering and packing	52.00

Total expense\$142.75

Sale of 350 crates 700.00

Net profit\$557.25

Celery
Patch



FISHING IN FLORIDA

In a paper read at a meeting of the Fishery Congress at Tampa, Barton W. Exerman, Ichthyologist of the United States Fish Commission, says: "I have fished in every State and Territory in the Union but three, and from Siberia and Behring's Sea to the Gulfs of California and Mexico, and, all things considered, regard Florida as unequaled in the richness and variety of its attractions for all sorts of sport with rod and reel." This is high authority.

The number of fishes from Florida waters will exceed 600. The variety in the lakes and streams and on the snapper banks should please any angler, but a skirmish with the "Tiger of the Sea," the tarpon, thrills the heart and makes other fishing tame. He is not valued for food, but is much sought by anglers. When he has taken the bait he leaps high in the air, not once but often,



A Day's Catch



Tarpon—Weighs 135 Pounds

in most graceful curves. He is immense, up to seven feet in length, covered with large discs of silver scales, hence he is the "Silver King," and weighs up to 213 pounds.



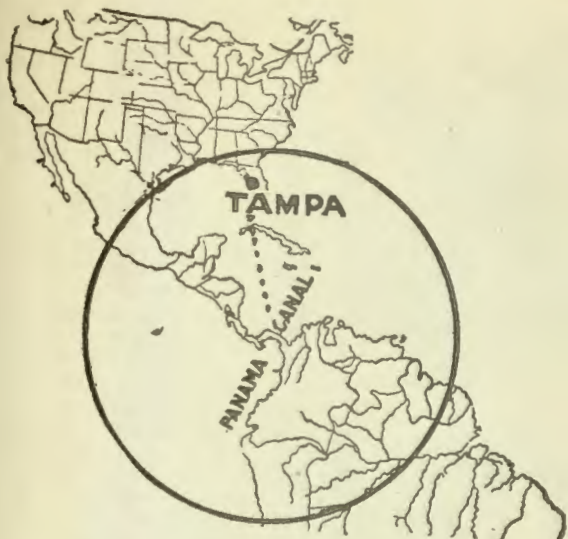
A Shark



Fresh Water Fishing

Boats and guides can be had in Tampa at all times for deep-sea fishing.

"TAMPA"—Seminole Indian word, meaning "Split wood for quick fire."



TAMPA AND THE PANAMA CANAL.

Tampa will become the most important Gulf port when the Panama Canal is finished in 1915.

Tampa is nearer the Atlantic outlet of the canal than any other rail-reached American port.

Tampa is twelve hours nearer the canal than any other route.

It is eighteen hours shorter from the canal to Washington, via Tampa, than from the canal to Washington via New Orleans.

Tampa has corresponding advantages over every other port on the Gulf.

Tampa is 398 miles nearer the canal than Savannah.

Tampa is 323 miles nearer the canal than Jacksonville.

Tampa is 174 miles nearer the canal than Pensacola.



Tampa is 174 miles nearer the canal than Mobile.

Tampa is 311 miles nearer the canal than Galveston.

Tampa is 275 miles nearer the canal than New Orleans.



TAMPA COMMERCIALLY

Tampa is the wholesale center for a vast territory, and she serves all of Central and South Florida well, as is attested by her three score wholesale houses, handling groceries, dry goods, drugs, hardware, marine goods, coffees teas, spices etc. Some of the wholesale establishments are shown on this and preceding pages.

RECOGNIZED BY CONGRESS

Resolution passed by Congress in 1906:

"Whereas, The city of Tampa, in the State of Florida, by reason of its being farther to the southward and nearer to said canal than any other city in the country having a deep and commodious harbor, reached by ample railroad facilities, as also on account of its salubrious climate and the spirit of American progress among its citizens, manifest in the rapid growth and development of the city and her commerce

* * *

AS A REVENUE PRODUCER

Tampa stands tenth in the list of cities of the United States as a revenue producer only exceeded by New York, Philadelphia, Moston, Chicago, New Orleans, San Francisco, Baltimore, St. Louis and Detroit, and is so close to Detroit and St. Louis that eighth place is a near possibility.

It exceeds the revenues of Cleveland, Puget Sound, Buffalo, St. Paul and a hundred other cities which have a larger population.

ASSESSED VALUATION

Real and personal property as per the assessment roll for 1909.....	\$19,371,435
City property.....	4,000,000
Church property...	1,000,000
County property...	750,000
Secret and benevolent orders	250,000
	<hr/>
	\$25,371,435

TONNAGE OF THE PORT

Tampa has seen the commerce of the port increase from 96,029 tons in 1900, to 821,279 tons last year. She has a 20-foot channel to deep

water and an appropriation has been made to increase it to 24 feet and to widen the channel from 150 to 300 feet, and to extend this channel so as to give five more miles of deep-water wharfage. The Government spent in 1909 almost \$450,000 in improvements of Tampa's harbor and Hillsboro Bay, evidently recognizing the strategical value of the location.

The vessels of six steamship lines beside numerous tramp steamers and sail bottoms load and discharge their cargoes at Tampa's wharves and give direct and cheap communication with the principal ports of the Atlantic and Gulf coasts, with Key West, Havana and other West Indian and Central American ports.

RAILROADS

The Atlantic Coast Line, the Seaboard Air Line, the Tampa Northern, the Tampa and Gulf Coast, and the Charlotte Harbor and Northern Railroads give Tampa direct communication with all other cities in the State and through them with the rest of the country. These railroads are to land their passengers in a union station already under construction and soon to be finished. The Tampa Gulf Railroad, 42 miles long, began operations early in the present year.

MINERAL AND OTHER RESOURCES

Florida produces rock phosphate mined for the world's





commerce. Tampa in 1909 shipped over her wharves 52 per cent of it, or 1,041,800 tons, of which the value was nearly \$6,000,000.

Tampa aspires to become the largest base of naval stores operations in this country, which means, in the world. Other reasons for believing that she may gain this supremacy lie in the fact that Florida is now the greatest producer of pine products, and in the territory for much of which Tampa is the logical shipping point, the larger share of the naval stores harvest is to be gathered in the years to come.

Fifty per cent of the fruit and vegetables raised in the State are shipped or billed through Tampa.

PAY-ROLL OF TAMPA'S INDUSTRIES

Tampa's main industry is the clear Havana cigar business, nearly two hundred factories engaged in making high-grade cigars. The workmen are the highest paid of any laborers in the world. Business conditions are always good in Tampa on account of the \$400,000 paid out in wages each Saturday night to the army of workmen.

People Employed

Cigar	13,000
Fish business...	800
Mechanics	2,200
Sailors	1,000
Railroad	300
Teamsters	550
Laborers	2,000
Woodworkers, Brewers, Laund- rymen, Clerks, Printers, etc....	1,000

Three hundred and fifty thousand to four hundred thousand dol-

lars in cash turned loose every Saturday night in wages, isn't a bad thing in any community.

CIGAR MANUFACTURERS

In the manufacture of Havana cigars Tampa leads the world, her annual output being greater than that of all Cuba and Key West combined. Her shipments last year were 267,059,000.

While cigars are the principal manufacture of Tampa, they are a long way from being the only one of big commercial importance. Large wood-working concerns employ nearly 1,000 men regularly in the manufacture of everything for which hard pine can be used; the splendid cypress and other hard woods of South Florida are turned into show cases and office furniture. There are a number of furniture, wagon and carriage factories, foundries and machine shops and two shipyards; and the box factories are kept at high pressure in turning boxes for Tampa-made cigars and crates for her fruits and vegetables.

It is the plain truth that life can be lived most comfortably and money made more easily in this new and comparatively undeveloped section than anywhere else in this country. Nowhere is there a keener and more insistent demand for men and capital. Nowhere is the promise so great or so completely fulfilled.



PUBLIC UTILITIES

A sure outward indication of the progress of a city is the public utilities. If it has a name for these it may be safely set down as a modern and progressive municipality.

The telephone system has over 5,000 'phones in service and answers 11,000,000 calls annually.

The water system is excellent. The water is pumped from wells 300 feet deep and the city water is pure and contains medicinal properties of value.

The electric lighting plant has power in excess of demand and the service cannot be excelled.

The gas company increased its output 6,000,000 cubic feet this year.

Three ice-making concerns furnish ice at \$5.00 the ton—the product is pure and clear as crystal.

Western Union and Postal and United Wireless keeps us in quick touch with the world by land and sea.

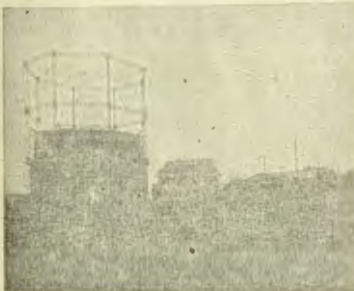
The street railway system is extensive with 64 miles of track, carrying 22,000,000 passengers a year.

Sewage system meets all requirements.

Tampa is in the foremost ranks of the cities of the land, for, compared with other cities of its size, and larger, its public utilities are far and away in advance of others.

BUILDING MATERIAL

The Board of Trade is frequently asked the cost of building material. The following prices are taken from the official price list and can be used as a guide, but we do not guarantee the prices any more than we would guarantee at long range the price of any commodity, for all prices fluctuate.





Yellow pine, unless otherwise quoted:

Rough lumber, \$14 to \$16—smaller sizes; 4 and 6x12, \$19 to \$23. No. 1 5-inch cypress shingles, \$4.50; No. 2 5-inch cypress shingles, \$3.50. Dressed lumber: flooring, D. & M., \$17 to \$21; ceiling, \$15 to \$21; boards, \$17 to \$23; window and door-frame stock, \$18 to \$25; wainscoting, \$23; window frames, complete, \$1.30 to \$1.75 each.

COST OF LIVING

Necessaries of life are as low in Tampa as in the North. One can live in Tampa from 20 to 40 per cent cheaper than in the North and LIVE BETTER.

Water, 17c. per hundred cubic feet for first 5,000 cubic feet, graduating to 9c. per hundred cubic feet; Kerosene, 15c. per gallon; Gasoline, 12c. per gallon; Firewood, \$4.50; Gas, per 1,000, \$1.50; Electricity, per kw., 12c.

Furniture as cheap as in North, and need less and of lighter kind. Fewer rugs, upholstery, and curtain stuff used.

Milk is 10c. a quart; ice, \$5 per ton; fruit and vegetable prices are controlled by Northern market and range high, but any one with a few square feet of back lot can raise vegetables and have orange trees and the fruit therefrom.

Low cost of necessities of life made possible by superior transportation facilities by sea and rail, making Tampa a competitive point.

Rents for cottages range from \$8 a month up to \$40 for two-story, eight-room dwellings. It is all according to location. Rents range lower than any other city of the same size in the North.

Furnished rooms for one and two people range from \$2 a week to \$6. Rooms for light housekeeping, from \$3 a week up. Board and rooms, from \$4 a week up. Good board and room can be had for \$5 a week. Restaurant meals, 25 cents up.



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COOLER OR AS COOL IN TAMPA AS IN THE NORTH OR EAST

The following table of the hottest month of the year does not tell of the delightful Gulf breezes which blow at Tampa; also note days which rain fell to cool the atmosphere—yet we had but six full cloudy days.


Comparative Summer Weather, July, 1910.

	Max. Tampa	Max. New York	Max. Boise City	
Date	Fla.	N. Y.	Idaho	Hot Points Same Dates.
1....	86*	90	82	Green Bay100
2....	87	86	84	Green Bay100
3....	91	86	88	Little Rock104
4....	89	84	82	Miles City102
5....	89	84	74	Rapid City 98
6....	89*	82	84	Huron 92
7....	92*	84	84	Phoenix110
8....	90*	80	90	Phoenix112
9....	92*	90	96	Chicago 94
10....	89*	92	86	Red Bluff110
11....	89*	92	86	Portland 96
12....	90*	88	92	Spokane 90
13....	92*	86	96	Kamloops 96
14....	90*	88	102	North Platte 95
15....	86*	86	92	Havre100
16....	91	90	94	Moorhead 98
17....	83	81	96	Huron100
18....	83	80	..	Havre102
19....	83*	72	90	Phoenix110
20....	85*	78	98	Winnemucca 98
21....	85*	78	94	Modena 94
22....	86*	82	94	Winnemucca 94
23....	84*	82	..	Oklahoma City....100
24....	89*	94	88	Wichita106
25....	89*	94	94	Dodge City102
26....	90*	90	96	North Platte104
27....	88*	86	88	Kansas City102
28....	88*	88	92	North Platte106
29....	86	86	96	Dodge City104
30....	88*	88	94	Oklahoma104
31....	84*	84	..	Abilene104
Avg....	88.2	85.7	90.4	

*—Indicates days in which rain fell.

Summary of Climatological Conditions

	Avg. Temp.	Avg. Max. of Temp.	Avg. Minm. of Temp.	Avg. Precipit'n.	Avg. Relative Humidity	Avg. No. of Clear Days	Avg. No. of P'tly Cloudy Days	Avg. No. of Cloudy Days	Prev'ing. Direc- tion of Wind
January	58	69	51	2.71	81	11	13	7	NW
February	61	70	53	2.85	80	11	10	7	NE
March	66	77	58	2.35	77	14	12	5	NE
April	71	80	61	1.80	74	14	12	4	W
May	76	86	67	2.67	75	13	14	4	NE
June	79	89	71	8.47	80	8	16	6	E
July	80	89	73	8.18	82	7	19	5	E
August	80	89	74	8.86	83	6	18	7	NE
September ...	78	88	72	7.25	84	8	15	7	NE
October	73	82	65	2.45	80	14	12	5	NE
November ...	65	76	58	1.69	81	13	11	6	NE
December ...	60	70	52	2.01	82	13	11	7	NE
For the year..	70	80	74	50.21	80	118	163	84	NE



If the Reader

Having absorbed this story of Tampa, is unable to draw for himself a highly-colored picture of Tampa's future, he is lacking in that excellent quality so well developed



in the average American--imagination. If he needs color for the picture let him write

Secretary Board of Trade
T A M P A, F L O R I D A

